

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants:	Dirk M. Beyer, et al.	Examiner:	Michelle C. Tarac
Serial No.:	09/853,658	Group Art Unit:	3623
Filed:	May 10, 2001	Docket No.:	10013653-1
Title:	Global Campaign Optimization with Promotion-Specific Customer Segmentation		

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**AMENDMENT AND RESPONSE**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed June 9, 2006, please enter the following amendments and consider the following remarks.

Amendments to the Claims begin on page 2.

Remarks begin on page 6.

**AUTHORIZATION TO DEBIT ACCOUNT**

It is believed that no extensions of time or fees are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required (including fees for net addition of claims) are hereby authorized to be charged to Hewlett-Packard Development Company's deposit account no. 08-2025.